



Quality Standard Mark Scheme for Beef and Lamb

The Benefits



A word about Quality Assurance

The EBLEX Quality Standard Mark Scheme for beef and lamb and the Red Tractor Scheme from Assured Food Standards both provide a guarantee of assurance, encompassing food safety, animal welfare and care for the environment.

The EBLEX Quality Standard Mark Scheme builds on this by embracing additional eating quality requirements. The two schemes sit side by side as perfect partners, offering companies the choice.

A pre requisite of membership for either scheme is that your business must be assured with one of the recognised* quality assurance schemes (*see back page). EBLEX can help businesses who are not currently assured by arranging a pre-audit to ascertain if any major non-conformances are present before a full inspection (subject to funding).

The assurance scheme previously known as ABM is now referred to as the Red Tractor Assurance Meat Processing Scheme but this still facilitates membership of the Quality Standard Scheme as the ABM scheme did.

– for more details see page 4.

Quality Standard Mark Scheme

The Quality Standard Mark Scheme for beef and lamb provides one of the highest levels of independently-inspected quality assurance for meat in the United Kingdom.

Equivalent to the Red Tractor Scheme, the standards contain combined guarantees of food safety, animal welfare and care for the environment but additional requirements also provide a guarantee of consistent, enhanced eating quality.

The Quality Standard Mark Scheme has a specific logo for veal. Qualifying livestock must be under 8 months of age and be compliant with the scheme standards for beef.



Red Tractor Scheme

Red Tractor assurance standards for beef and lamb encompass food safety, animal welfare, environmental protection and traceability.

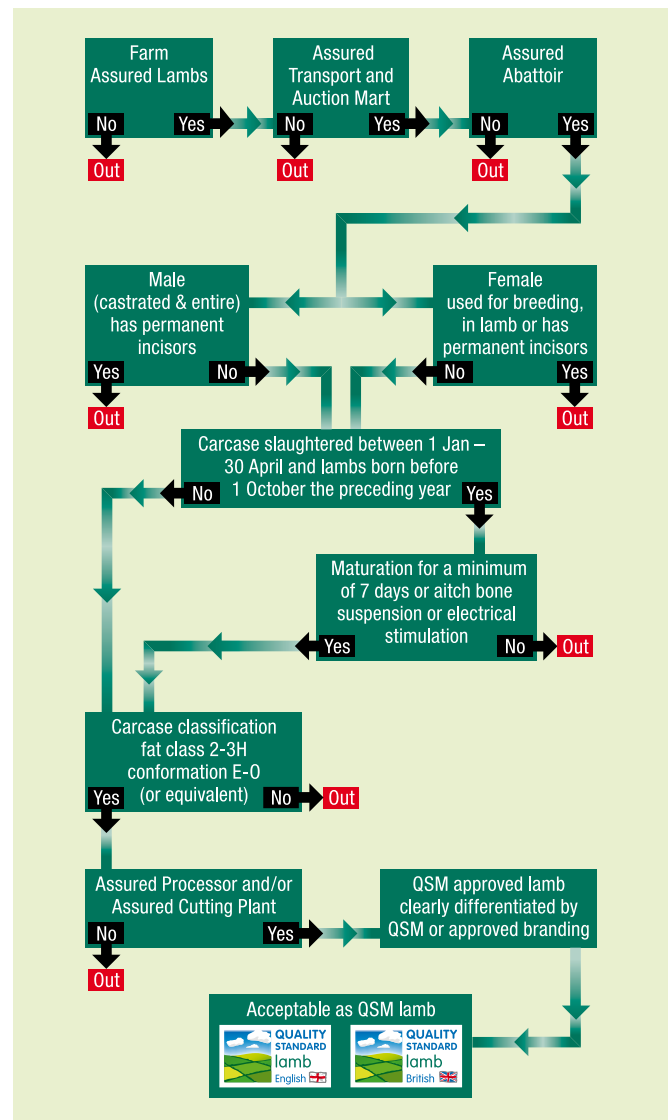
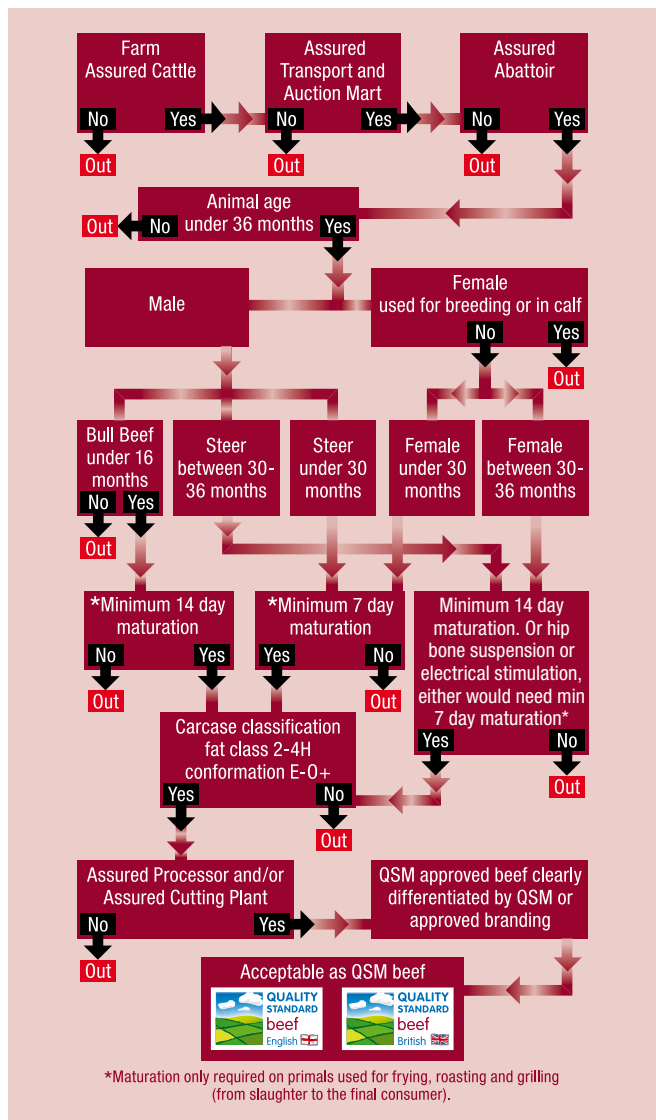
The basic welfare needs of sheep and cattle must not be compromised at any stage of their lives and farmers must ensure that their farming practices do not damage the environment.

Animals need to be identifiable and traceable back to their farms of origin and moved in clean vehicles so that the beef and lamb produced is free from contamination and safe to eat.



For further details about the Quality Standard Mark Scheme and the Red Tractor Scheme visit eblextrade.co.uk or call the Quality Standard Scheme hotline on 0845 491 8787

EBLEX Quality Standard Mark beef and lamb qualifying criteria



Guaranteed Assurance Standards

The flag in the Red Tractor scheme logo indicates the state of origin (eg British, with the Union flag), but the Quality Standard Mark Scheme can be more precise (eg English, using the St George's flag, or British, with the Union flag).

The table opposite provides a summary of the guaranteed assurance standards associated with each scheme.

	QUALITY STANDARD beef English	QUALITY STANDARD lamb English	ASSURED FARM STANDARDS
Independently audited	✓	✓	✓
Farm Assurance/Assured Auction Mart	✓	✓	✓
Assured Transport	✓	✓	✓
Assured Abattoir	✓	✓	✓
Assured Cutting Plant	✓	✓	✓
Further Processing	✓	✓	✓
Wholesaler	✓	✓	✓
Eating Quality Beef	✓	✓	✗
Eating Quality Lamb	✓	✓	✗
Carcase Specification (beef/lamb)	✓	✓	✗
Beef Mince specification	✓	✓	✗
Beef Mince Burgers specification	✓	✓	✗

Assurance – Pre-audit

Benchmarking your businesses

EBLEX is happy to offer a pre-audit to supply chain businesses which are not currently assured. This will help to identify any possible major non-conformances which should be rectified ahead of arranging their own audit.

Bring Benefits to Your Business

The following are some of the benefits of being a Red Tractor Assured Meat Processor:

Wider Market Access

- Increased market opportunities – being assured expands the number of outlets you can supply.
- Demand for assured products is growing as further processors, foodservice and public procurement contracts specify assurance, Red Tractor or Quality Standard Mark.

Eligibility for Quality logos

- The Red Tractor Assurance Meat Processing Scheme is one of the qualifying schemes for the Red Tractor Logo (on beef, lamb, pork, chicken and turkey) and the Quality Standard Mark (on beef and lamb).
- By being a Red Tractor Assured Meat Processor you do not need to have BRC certification for your product to be eligible for the Red Tractor Logo or Quality Standard Mark (however some of your customers may still specify BRC).

Due diligence

- Due diligence – being assured aids compliance with the Food Safety Act for processors and their buyers.

Bring Benefits to Your Business.



Assessment Content

The assessment standards are organised in the following modules:

- Food Safety
- Traceability
- Animal Welfare
- Pork Quality (additional bolt-on)

The food safety module is only applicable to members who are not certified to the BRC Global Standard for Food Safety which is applicable at different stages of the meat processing chain.

**If you would like more information on this pre-audit service
please call the scheme hotline on 0845 491 8787**

What's involved?

Membership guidelines

In addition to assurance inspections we audit your Quality Standard Scheme membership to verify scheme standards – it's simple but it's vital. Auditing is all about traceability and labelling, being able at all stages to show a clear assured chain and separation from non-Quality Standard beef and lamb. For full details please refer to the scheme protocol document, a copy of which can be requested from the scheme Hotline – 0845 491 8787.

Beef labelling requirements are a statutory requirement and should be evident at all stages. Please see below for an outline of the key requirements.



Abattoirs

Should be able to show by documentation:

- That livestock slaughtered has derived from an approved Farm Assured Scheme.
- That Quality Standard beef and lamb is clearly marked and separated from non-Quality Standard beef and lamb.
- That maturation (where appropriate) is carried out according to the standard's requirements.
- That delivery notes and invoices indicate the product is Quality Standard beef or lamb.

Catering Butchers, Wholesalers and Processors

Should be able to show by documentation:

- That their Quality Standard beef and lamb has been supplied from an assured abattoir that is a member of the Quality Standard Mark Scheme.
- That Quality Standard beef and lamb is separated from non-Quality Standard product.
- That invoices and delivery notes clearly highlight Quality Standard beef and lamb from non-Quality Standard product.

Approved Distributors

Should be able to show by documentation:

- That Quality Standard beef and lamb can only be supplied boxed or vac-packed and must be obtained from an assured Quality Standard Mark Scheme member.
- That delivery notes and invoices should clearly identify Quality Standard beef and lamb.

Retailers

Should be able to show by documentation:

That beef and lamb sold as Quality Standard is from an approved supplier (delivery notes/invoices). Retailers should be able to demonstrate separation in display and storage of Quality Standard and non-Quality Standard beef and lamb. Retailers should be complying with beef labelling requirements by clearly indicating to consumers:

- A traceability number or code
- 'Origin: UK'
- Slaughtered in the UK (approval number of abattoir)
- Cutting in the UK (approval number of cutting plant)

Where there is a specific origin claim of English, eg on the Quality Standard Mark logo, the origin statement should be 'Origin: UK (England)'.



The Benefits

Free marketing support materials for you and your customers

Abattoirs, Processors and Wholesalers

- **Quality Standard Mark Carcase Labels** – For the home and export markets.
- **Research & Development** – Research is important to any business to keep one step ahead. EBLEX has a specific R&D team.
- **Quality Standard Mark On-Pack Stickers** – Available for Quality Standard beef and lamb to promote the brand on-pack, in shops and stores.
- **Quality Standard Mark Box Labels** – Large freezer-friendly Quality Standard Mark stickers are available for boxed beef and lamb.
- **Company Branding** – Companies can get advice and support if they need to develop their sales of Quality Standard Mark product.
- **Export Brochures** – To help you promote sales of Quality Standard Mark product in the export market.
- **Cutting Specification Manual and Meat Purchasing Guide** – Beef, lamb, mutton and veal cutting specifications are available.

Foodservice

- **Trade Literature** – EBLEX can help with the development of trade literature and consumer leaflets to assist sales of Quality Standard beef and lamb.
- **Product Events** – Help to host event days promoting new business initiatives or Quality Standard Mark product launches.
- **New Product Development** – Developing new product ideas for Quality Standard beef and lamb, to improve carcase utilisation, play an important role in developing new business.
- **Regional Support** – Highlight the importance of regional supply to their customers in terms of differentiation and specialism.
- **Sales Initiatives** – Assisting companies with increasing sales of Quality Standard beef and lamb.

Retailers

- **Point of Sale** – Posters, cabinet branding, cut charts and recipe books.
- **Business Health Checks** – Use the costing model on the website and boost profit potential.
- **Sales Events** – On-pack initiatives, product awareness, consumer literature, EBLEX is here to help increase sales of Quality Standard beef and lamb.
- **Recipe & Consumer Information** – Simple, easy- to-prepare recipes to inspire consumers. Literature is also available to explain nutritional information, cooking guidelines and alternative cuts.

Eating Quality Guaranteed

Quality Standard beef



Eating Quality Guaranteed

Quality Standard lamb



Independently inspected from farm to shop, providing total product integrity. For more information and recipe ideas visit www.simplybeefandlamb.co.uk



Quality Standard beef and lamb

Eating Quality Guaranteed

Quality Standard beef and lamb



How membership can help you boost your business

Case study from a Cumbrian-based Catering Butcher and member of the Quality Standard Mark Scheme

"When my company joined the scheme in November 2004, we were immediately impressed on the knowledge transfer interface we had with their research and development team. The 'Flat Iron' steak derived from the chuck, using new butchery techniques, has revolutionised our business. We are now cutting 200 kilos for our foodservice clients every week.

"The latest product development to impress us and benefit our business is the 'Lamb Victoria Roast'; again a new product from the forequarter, great value and perfect for the hotel and licensed sector caterers.

"The latest development from EBLEX in relation to its Quality Standard Mark Scheme is another example of how the scheme is developing and providing the industry with the tools and knowledge to enhance profitability and sustainability. The specifications now lay down benchmark standards for guaranteed eating quality and, from a supplier perspective, the new carcass classifications for beef and lamb will encourage farmers to provide livestock with higher meat yield, vital for profit and overall carcass value.

"Another example of EBLEX lifting the bar, improving efficiency and adding value to the industry."



David Jenkins

David Jenkins

"What consumers are saying"

78%*
of consumers agree
the Mark indicates
quality

79%*
of consumers
believe they can
trust the Mark

*YouGov Survey – Prepared for AHDB - March 2012.

How to become a member...

Follow these simple steps

- If you are already a member of one of the *recognised quality assurance schemes (*see below) all you need to do is request a membership declaration form from the dedicated scheme Hotline number below, complete it and return using the freepost facility included and your business is all set to start benefiting.
- If your business is not yet assured then please call the scheme Hotline and we can arrange for a pre-audit (as outlined on page 4), this will help with a straightforward assessment when it comes to your inspection.

Get involved and start benefiting today

**For more information visit www.eblextrade.co.uk
or call the scheme Hotline on 0845 491 8787**

*Recognised quality assurance schemes

	Beef and Lamb
Farm Assurance/ Assured Auction Mart	<ul style="list-style-type: none">• Red Tractor Assurance for Farms – Beef and Lamb (Previously ABM Beef and Lamb Assurance)• Farm Assured Welsh Livestock (FAWL)• Red Tractor Assurance for Livestock Markets and Collection Centres (Previously ABM Auction Market Standards)• NIBL FQAS Northern Ireland Beef and Lamb Farm Quality Assurance Scheme• QMS - Cattle and Sheep• Genesis Quality Assurance (Whole Farm) (Beef and Sheep Module)
Transport	<ul style="list-style-type: none">• Red Tractor for Livestock Transport Scheme (Previously ABM Transport Standard)• QMS - Haulage
Abattoir	<ul style="list-style-type: none">• Red Tractor Assurance Meat Processing Scheme (Previously ABM Abattoirs & Cutting Plants)• Global Food Standard (BRC) + Red Tractor Assurance Meat Processing Scheme (Traceability and Animal Welfare Modules)• International Food Standard (IFS) + Red Tractor Assurance Meat Processing Scheme (Traceability and Animal Welfare Modules)• QMS - Processor
Cutting Plant/ Further Processing	<ul style="list-style-type: none">• Red Tractor Meat Processing Scheme• QMS - Processor• Global Food Standard (BRC) + *Red Tractor Assurance Meat Processing Scheme (Traceability Module)• International Food Standard (IFS) + *Red Tractor Assurance Meat Processing Scheme (Traceability Module)• NACB Catering Butchers Standard
Wholesaler	<ul style="list-style-type: none">• Storage and Distribution Standard (BRC)• International Food Standards (IFS) - Logistics• CMI Standard for Storage, Wholesale and Distribution

*The EBLEX appointed auditing company is approved to audit these additional modules.
EBLEX will consider requests from other comparable assurance schemes for recognition.



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EBLEX is a division of the Agriculture and Horticulture Development Board.

Tough standards. Tender results.